

Station	KTNV-TV LAS VEGAS, NV	Agency	() STRATEGIC MEDIA SVCS	Rep Firm	
Advertiser	() .HELLER FOR SENATE		3299 K STREET NW SUITE #200	Sales Office ()	PHILADELPHIA
Product	DEAN HELLER		WASHINGTON, DC 20007	Salesperson ()	ANJIE BRADY
Estimate#		Agency C/P1/P2/E			
Buyer	NEIL WILLIAMS	Flight Dates	10/17/2012 - 10/23/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

--- CONTRACT COMMENT ---

CLIENT: HELLER FOR SENATE SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 18,500
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	7A-9A		:30	\$300.00	10/19-10/19	2	1	2	\$600.00	
				Buyline Comment: GOOD MRN AMR								
	2	M	7A-9A		:30	\$300.00	10/22-10/22	2	1	2	\$600.00	
				Buyline Comment: GOOD MRN AMR								
	3	TU	7A-9A		:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
				Buyline Comment: GOOD MRN AMR								
	4	M	8P-10P		:30	\$7,000.00	10/22-10/22	1	1	1	\$7,000.00	
				Buyline Comment: DWTS								
	5	TU	9P-10P		:30	\$5,500.00	10/23-10/23	1	1	1	\$5,500.00	
				Buyline Comment: DANCING-RESULTS								
	6	TH	9P-10P		:30	\$4,500.00	10/18-10/18	1	1	1	\$4,500.00	
				Buyline Comment: GREY'S ANTMY								

---REPORT TOTALS---

Report Totals: 8 / \$18,500.00

Station KTNV-TV LAS VEGAS, NV

Advertiser () .HELLER FOR SENATE

Product DEAN HELLER

Estimate#

Buyer NEIL WILLIAMS

Phone#

Fax#

Agency () STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/17/2012 - 10/23/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Oct 12: 8 / \$18,500.00
Sales Totals: 8 / \$18,500.00
Station Totals: 8 / \$18,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$102,778	KBLR	0%	KLAS	25%	KSNV	26%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	5%	KVVU	22%				

---COMPETITIVE COMMENTS---

COMPETITIE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE